

Action Plan for The Bay Breeze Community Center

January 4, 2007

Goal: Increase business through continual renovation of the community center bringing us up to date with our look and program changes. I.E. painting, ceiling tiles, new blinds, update some kitchen equipment, operations for summer, meeting equipment, Special Event Programming for F@F with the overall goal of delivering customer driven MWR program planning.

Goal: Continue recreational programming such as Friday activities in coordination with Special Events Coordinator for Summerfest, Karaoke, etc to better support the base with MWR activities.

Goal: Increase revenues on all catering and meetings. Increase patronage by focusing on Sunday brunch. Advertise, Advertise, Advertise by word of mouth and publications on and off post with a goal of 8% or better NIBD. Overall goal is to meet or exceed financial objectives established by IMCOM.

Long Term Objective: Make The Bay Breeze Community Center a name recognized in the community for our excellence in product and service for all events. (meetings, box lunches for outings, off-premise catering, weddings, dining out, theme parties such as The Bridal Show, Luau, etc)

Short Term Objective:

1. Profitability: Create and implement programming that is cost effective and profitable maximizing usage of the facility with emphasis on conferences and catering. This will allow us to employ incentives that will shape the workforce and will prevent a RIF (as we move toward BRAC closure). Also, this will allow us to “take care” of our employees.
2. Customer Service: Improve customer service through the usage of ICE System and questionnaires.
3. Image- Improve the image of the center - working toward a truly professional business atmosphere comparable to other Food and Beverage facilities in the general public by renovations of the property and creative catering ideas.
4. Facilities and Programming – Continue to support the Organization with programming to attract on-base customers. Continue to upgrade and perfect our catering process to attract new business and recurring business from current customers. Improve appearance from self-help projects and trial and error procedures with food service. Attend IMCEA – CaterSource Conference to get new ideas and implement exciting Food and Beverage creations.
5. Marketing – Utilize resources we have here on post and in the community to get the centers name out to the masses such as Casemate, Daily Press, working with our PR contacts, marketing, and the BBCC Management.

Key Tasks –

1. Continue improving the facility i.e. Upkeep on existing fixtures/furniture, continue janitorial contract, and replacement of ceiling tiles on a regular basis, getting creative with our Friday programming and Sunday Brunch activities.
2. Promote catered events through newspaper adds, phone number in the local phone book, word of mouth advertising, Web site coverage, etc.
3. Develop base orientated programming in effort to attract enlisted persons on base and DOD civilians to use the center.

Marketing Plan –

1. Continue to have our phone numbers placed in the “Yellow Pages” under the catering and banquet headings.
2. Continue to introduce ourselves to the public by making cold calls to local businesses to meet and greet.
3. Continue to work with our Marketing Department to upgrade and update web site with catering information and pass that site along to potential customers.

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